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OFFICE OF THE CITY MANAGER

NO. LTC # 239-2007

LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: October 25, 2007

SUBJECT: MUNICIPAL PARKING GARAGE RATE ADJUSTMENTS

On October 17, 2007, the Mayor and Commission approved the second and final reading of the proposed amendments to the City's parking rate ordinance. The first reading was held on September 26, 2007. The amendments approved included an increase in monthly parking permit rates from \$60 to \$70 (plus sales tax) and an hourly rate schedule that maintains a rate of \$1.00 per each hour or any portion thereof up to four hours and \$15 for four to 24 hours of use. The daily maximum rate is \$15.00 and the lost ticket rate is \$15.00.

The ordinance is effective ten (10) days after the passage of the second reading of the ordinance; however, the amended rate will be instituted on Thursday, November 1, 2007.

A part of the discussion at the first reading of the Ordinance on September 26th was the key element of communicating the rate change to the user in a clear and unambiguous manner prior to their entering the facility. Attempts to accomplish this in the past were hit and miss with anecdotal accounts of misinformation at varying levels. New signage (see attached) prominently placed at all entrances and exits of the garages will provide clear and unambiguous detail of the hourly rates, leaving no room for misinterpretation.

As an added courtesy, a fifteen minute grace period will be allotted to the fourth consecutive hour of use to allow the user to exit the facility without jumping to the \$15 rate. This grace period is intended to address those situations where users surpass the fourth hour of use by a small margin regardless of whether it was beyond their control or not, including potential wait times whether at a queue at the pay-on-foot station or at the exit verifier. As an added incentive, users of the pay-on-foot station will receive the added benefit of an additional 15 minute grace period for a total of 30 minutes in which to exit the facility. Please note that these grace periods are a courtesy and is not noted on the posted signage; however, it will be automatically computed by the parking revenue control system upon processing each transaction.

Lastly, the City's Parking Department has conducted significant outreach to affected facility users in an effort to notify them of the impending rate changes. This includes a notice to all municipal parking permit holders regarding the monthly parking permit rate increase from \$60 to \$70 (plus sales tax) as well as email, notices/flyers, and VMS (variable message signs) placed at or near all affected municipal garages, on October 24, 2007, notifying users of the impending rate change on November 1st. If you have any questions, please contact Saul Frances, Parking Director at (305) 673-7000, extension 6483 or me at extension 6637.

C: ~~Jose Smith~~, City Attorney
Robert C. Middaugh, Assistant City Manager
Tim Hemstreet, Assistant City Manager
Hilda Fernandez, Assistant City Manager
Saul Frances, Parking Director



MIAMI BEACH



PARKING DEPARTMENT
17th STREET GARAGE (G5)

HOURLY RATE

0 - 1	HOURS	\$1
1 - 2	HOURS	\$2
2 - 3	HOURS	\$3
3 - 4	HOURS	\$4
4 - 24	HOURS	\$15

MAXIMUM DAILY RATE	\$15.00
LOST TICKET	\$15.00
MONTHLY RATE	\$74.90

PARKING FEE INCLUDES
APPLICABLE STATE SALES TAX
NO BILLS OVER \$20.00 ACCEPTED
QUESTIONS AND ASSISTANCE
(305) 673-PARK(7275)